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SOUL CITY:
THE BOLD ALTERNATIVE

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THE BOLD ALTERNATIVE

THE BEGINNING:

On June 30, 1972, Secretary George Romney of the Department of Housing and Urban Development and Governor Robert W. Scott of North Carolina jointly announced a Federal pledge to guarantee up to \$14 million for the development of Soul City — a free-standing new community proposed for a 5,180-acre site in rural Warren County, North Carolina.

Soul City is the first rural new town to receive a commitment of Federal assistance. It is the first new community in which the principal sponsor will be a Black-owned enterprise.

Editorial comment was immediate.

The Washington Post

AN INDEPENDENT NEWSPAPER

THURSDAY, JULY 6, 1972

PAGE A16

“Soul City”: A Vital Experiment

We are still grievously ignorant about the nature of urban growth and the means to overcome its hardships. Sociologists, economists and political scientists are just beginning to probe the urban-rural imbalance and its dire consequences for the crowded inner city, the emptying countryside, the migrants themselves and the country's economy and ecology. But elaborate theorizing on the part of our growing urban research industry cannot alone solve the problem. Urbanology, like biology or any other discipline, requires experimentation in the quest for remedies. We learn by trial and error. We must dare the cost and risk.

George Romney, the Secretary of Housing and Urban Development, therefore deserves high praise for daring to risk a \$14 million federal bond guarantee for Floyd B. McKissick's "Soul City." It is perhaps the most vital experiment yet in this country's halting struggle against the cancer of hectic urbanization. Mr. McKissick, a veteran constitutional lawyer, former director of the Congress of Racial Equality (CORE), and now the president of F. B. McKissick Enterprises, a leading example of imaginative "black capitalism," has devoted more than three years to the design of his experiment for a "new town" in Warren County, in the heart of the impoverished black belt of North Carolina, some

50 miles north-east of the Raleigh-Durham area. His concept, worked out with the help of James W. Rouse, the developer of Columbia, Md., other leading urban planners and the city planning departments of M.I.T. and other universities, is essentially based on people—poor people—rather than real estate, like other new towns.

The idea is to build a town that would attract not only new residents but also industry that would serve to train sharecroppers and agricultural workers in a variety of skills. The workers, in accord with the "universal capitalism" proposals of Dr. Louis Kelso, would derive about half of their income from the return on invested capital. They would thus own "a piece of the action" as an incentive for increased productivity. The very planning and building of the town—with advanced housing construction technology and educational and community facilities of all kinds—is to provide not only new jobs but also a helpful training and testing laboratory. Mr. McKissick expects that once the place starts humming, young black idealists and intellectuals will flock to it from all over the country.

But Soul City, as Mr. McKissick sees it, is not just for blacks. It is eventually to be a community of 50,000 residents, one for people who have been shortchanged by the industrialization of agricul-

ture, particularly in the rural South, and that includes many poor whites. White Warren County officials, however skeptical they may have been at first, are largely won over by the prospects and promises of Soul City and are helping to make it work in the interest of economic prosperity and harmonious racial relations. North Carolina's governor, Robert Scott, was smilingly present last week when Mr. Romney announced federal support of the new venture.

There will be brickbats and disappointments, to be sure. And if Soul City is to succeed it will un-

doubtedly need more public support than a mere guarantee to raise the bonds for development money. But that support is not for an all-black utopia. Nor is it merely a handout to a rural county that is 63 per cent black and has severely suffered from a decline in agricultural production and from continuing out-migration. It is support for a new possibility of fulfilling the century-old promise of "40 acres and a mule." And it could, if it succeeds, be of great help to our big cities by slowing the trek of the frustrated rural poor into the even greater frustration of the ghetto.

THE NEW YORK TIMES, SATURDAY, JULY 8, 1972

The New York Times

ADOLPH S. OCHS, *Publisher 1896-1903*
ARTHUR HAYS SULZBERGER, *Publisher 1903-1961*
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A Not Impossible Dream

A projected new town to be called "Soul City" may have the sound of still another utopian community, but Floyd McKissick's enterprise in black capitalism is intended as no such thing. On the contrary, it is a sane and practical as well as imaginative concept.

The purpose of the project in Warren County, N. C., which for several years has engaged the former head of the Congress for Racial Equality, is to provide neither a commune for the poor nor a scene for devotees of black power. It is rather to create a viable community for black and white alike who have been victimized by the failing agricultural economy of the surrounding area, an attempt to provide them with an alternative to the usually futile drift to the big cities of the North and South.

Mr. McKissick's hope of bringing in small industries and of training people to work in them is well beyond

the dream stage. Gov. Robert Scott has pledged the state's aid in providing manpower training. George Romney, Secretary of Housing and Urban Development, has announced a \$14-million Federal guarantee for Soul City bonds. And James W. Rouse, who developed the new town of Columbia, Md., has helped to work out the details of the planned community.

Credit is due to all these forward-looking men, but most of all to Mr. McKissick for taking the lead. Soul City will take time to develop—twenty years, its founder realistically expects. But long before it is finished and flourishing, its future should be clear enough to arouse the hopes and emulation of other Americans for whom the answer to a sharecropper's poverty is neither the urban ghetto nor Tobacco Road, but rather a new start at a new skill in a new town.

SOUL

THE CONCEPT

CITY

Soul City, North Carolina, a new, planned, multi-racial community represents a bold new alternative to the over-crowded, problem-ridden urban centers of America.

Located in the relatively undeveloped section of eastern North Carolina, the developers of Soul City are creating an entirely new economic complex that will provide jobs and income for a large underdeveloped economy. It will provide economic opportunity for thousands of people who have been denied them in the past.

Soul City, truly representative of the innovative spirit which built America is to be a new community built by the people who will live in it, by the business and industrial organizations who will create its vital economic base, and by a community dedicated to developing an environment with the full range of facilities and services for the good life — an open society in which all people regardless of race, color, or economic status — will not only be welcome but also find opportunities for self-development and freedom.

SOUL

A UNIFIED EFFORT

CITY

Soul City represents a major move by private enterprise to solve public problems (the congestion of urban centers, the lack of opportunity for the poor and disadvantaged) by private means.

But while the private sector is moving to develop this new community, the final result will come from the unified efforts of both public and private institutions: from all levels of government, business and industry, finance and banking, educational institutions, and associations.

SOUL **THE COMPANY** **CITY**

The Soul City Company has been formed to build the new town. The President is Floyd B. McKissick, a prominent constitutional lawyer and head of Floyd B. McKissick Enterprises, Inc., a firm formed in 1968 to foster minority-owned and controlled businesses.

In addition to the McKissick firm, the development company will consist of the National Corporation for Housing Partnerships, a federally-chartered corporation authorized under the 1968 Housing Act to promote development of low and moderate income housing, and Building Systems Housing Corporation, an affiliate of Building Systems Incorporated, a Cleveland, Ohio based land development and construction firm.

SOUL **INDUSTRIAL OPPORTUNITY** **CITY**

THE INDUSTRIAL SOUTHEAST

The emergence in the past three decades of the industrial Southeast has been one of the most significant developments in U.S. economic history. Traditionally dependent upon agriculture and the initial processing of raw materials, a major transformation has taken place. An almost phenomenal development of a full-scale industrial economy with a widening range of economic activities is occurring.

A broad spectrum of new manufacturing industries — chemicals, fabricated metals, machinery, pharmaceuticals, electronics, printing, transportation equipment and so on has been added to what was the backbone of the manufacturing economy: the textile, garment, and furniture industries. Accompanying this surge has been the emergence of a large non-

manufacturing services sector in response to the area's rapidly rising personal income.

The acceleration has, moreover, only begun. New secondary and tertiary industries are moving in to provide intermediate products for primary plants. Other new organizations are springing up to reach broadening consumer markets.

In virtually every sector of industry, the Southeast has moved into a competitive position with respect to the rest of the country. Possessing a highly productive labor force that has demonstrated a capacity to master the skill requirements of modern industry, the pattern gives every promise of continuing.

New business opportunity expands in ever-widening circles.

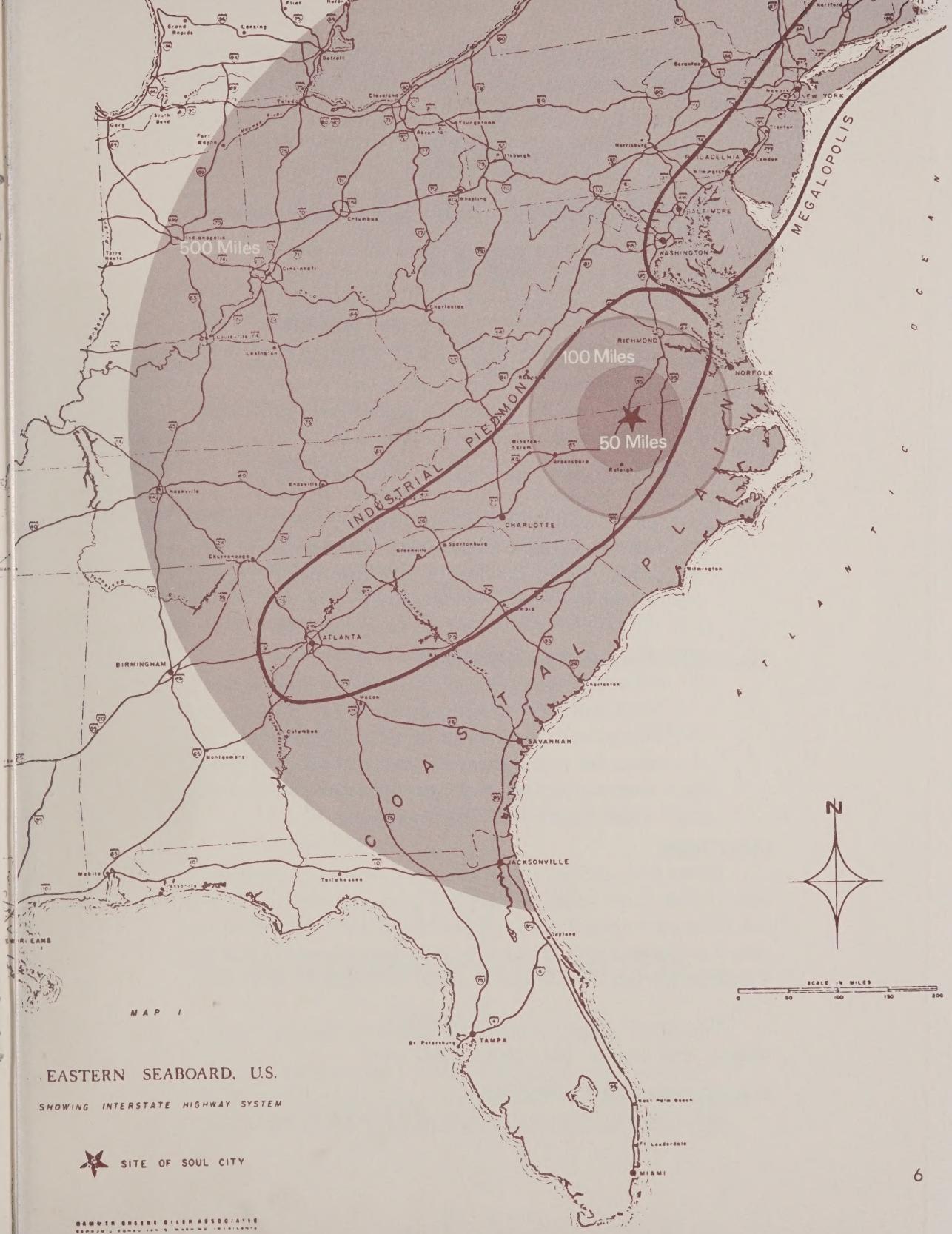
Soul
THE STRATEGIC LOCATION
CITY

Soul City's key asset from the standpoint of economic potential is its strategic location. Through a network of interstate and other major highways and a trunkline railroad system, Soul City is linked directly with three major economic areas:

- The Industrial Piedmont
- The Coastal Plains
- The Mid-Atlantic Northeast Megalopolis

Important aspects in the potential relationship between Soul City's new economy and these regional centers include:

- Access to wide-ranging consumer and industrial markets. Most of the major markets of the East fall within a 500-mile radius of Soul City.
- Industrial inputs for the new plants in Soul City: machinery, tools and dies, basic chemicals and required services.
- Technical support from the research and development facilities associated with the Research Triangle located in the Raleigh, Durham, Chapel Hill area.



Soul City lies directly, therefore, in the path of the major and necessary economic growth pattern of the eastern United States.

SOUL **ECONOMIC RESOURCES** **CITY**

LABOR

- The Soul City area has a vast reservoir of under-utilized labor which is trainable and of great economic potential.
- The Soul City area has a wide diversity of various labor skills.
- Wage rates are among the lowest in the U.S.
- North Carolina has more employment, pays more wages (despite low wage rates), and has more value added by manufacture than any other state south of the Mason-Dixon line and east of the Mississippi.

MANPOWER TRAINING

The State of North Carolina has one of the nation's best and most comprehensive programs for vocational training. Two of its Institutes are near Soul City. These programs will be supplemented by job training, provided by training facilities to be established by the Soul City Foundation.

WATER

Water is in almost unlimited supply. The Kerr Lake Reservoir (within three miles of Soul City at its nearest point) and Lake Gaston (within 9 miles) provide a capability for delivering over 1 billion gallons of water a day. Plans are underway for the development of a regional water authority to serve Soul City.

The water supply initially will be provided by the developer and the Kerr Lake Utility Company.

TRANSPORTATION

Because of the tremendous cost of shipping, transportation

becomes a vital factor for business and industry. Soul City occupies a position within an extensive highway, railroad, and airline network which is extremely favorable.

- **HIGHWAYS:** The site lies between two interstate highways — I-95 and I-85 — which become spines for the Industrial Piedmont and Coastal Plains regions to the west and south and converge to become the "main street" of Megalopolis to the north. U.S. Highway 1 and 158 run directly through the industrial sites. U.S. 401 is nearby.
- **RAILROADS:** The site lies on the principal north-south line of the Seaboard Coastline Railroad connecting the Northeast with Florida. Ten miles from Soul City the Seaboard connects with the Southern Railroad to Atlanta and beyond.
- **AIR:** Air transportation is convenient. The closest major airport is Raleigh-Durham, one hour away. Raleigh-Durham is served by three national carriers, a regional airline and private service. Consideration is being given to establishing regular air taxi service between Soul City and Raleigh-Durham. The feasibility of developing a larger, commercial airport near Soul City or expanding the facilities of the nearby new Henderson-Oxford airport is being considered.
- **PORTS:** The Soul City site is only hours away by rail and highway from the three major deep-water ports: Norfolk, Wilmington and Morehead City.

Soul INDUSTRIAL PARK SITES City

In excess of 800 acres for industrial locations will be available. At the present time sites range from 1 to 100 acres or more in size. The sites can be obtained at the present time.

SOU **A FAVORABLE ECONOMIC** **CLIMATE**



- Among the lowest building costs in the U.S.
- A tax structure favorable to industry.
- Soul City (and Warren County) are classified as economically depressed areas. They are, therefore, eligible for economic and financial assistance from the government.

SOU **THE QUALITY OF LIFE** **CITY**

In the final analysis the stability and viability of any community depends upon the creation of a quality of life of the highest degree of excellence.

HOUSING:

Soul City expects to house 44,000 residents in 12,096 homes over a 30-year period. Residential development will include townhouses, apartments, garden apartments, single-family detached homes and medium-rise apartments grouped near commercial, educational and recreational facilities and linked by bicycle and pedestrian pathways separate from the internal road network.

HEALTH CARE:

A pre-paid, comprehensive group medical program is being developed by the Soul City Foundation—a non-profit organization—in conjunction with the North Carolina Memorial Hospital. A new 100-bed Maria Parham Hospital is located 12 miles from Soul City.

EDUCATION:

Pre-school, elementary, and secondary educational facilities utilizing the most modern educational practices are being developed. Ultimately a college will be established so that all of the citizens of Soul City will be provided with an education which will continue throughout the life of every citizen.

ENVIRONMENTAL PROTECTION:

Of highest priority to the developers of Soul City is the objective of maintaining the high quality of the environment: water, air and land. A comprehensive program of education and controls is being established and maintained.

RECREATION:

1,495 acres of land within Soul City are designated for recreational and open space use. A 180-acre municipal park next to a town center, five community parks of 33 acres each, and a 160-acre 18-hole golf course are planned. Three man-made lakes totaling 120 acres will be created in stream valleys. 700 acres will be retained as permanent open space and wilderness area.

The Kerr Lake Reservoir and Lake Gaston area directly adjacent to Soul City provide swimming, boating and fishing.

SECURITY:

Soul City is to be a city free from conflict and tension. The security of its citizens will be primary. But while police and fire protection will be institutionalized, the fundamental basis of law and order will stem from the security of each member of the community in his job, in his place and his sense of identity with the community and in the ideal of mutual respect.

INFRASTRUCTURE:

Roads, sewers, waste disposal facilities and services, power and a modern communication system will provide the necessary physical base for the community.

SOCIAL PLANNING:

The Soul City Foundation, a non-profit organization, was created to deal with the problems of education, social work, family, health, and recreation. It will assist in planning and developing solutions to the economic and social needs of Soul City and the surrounding areas.



Community — industry — government — unite in Soul City in a concerted and sustained effort to hammer out a bold new alternative to the congested urban centers: a new, planned community.

- Through the creation of a community of stability.

- Through the creation of a vital sense of community: of brotherhood, of identity, and of spirit.
- Through a complete cooperation with business and industry in order to secure the necessary coordination with government, labor, commerce, financial institutions, and associations.

SOUL THE CHALLENGE CITY

We stand now at the threshold of a bold new venture in community development — of mission high. The success and ultimate fruition of this bold new alternative depends upon the will and vision of the men and women who will join us.

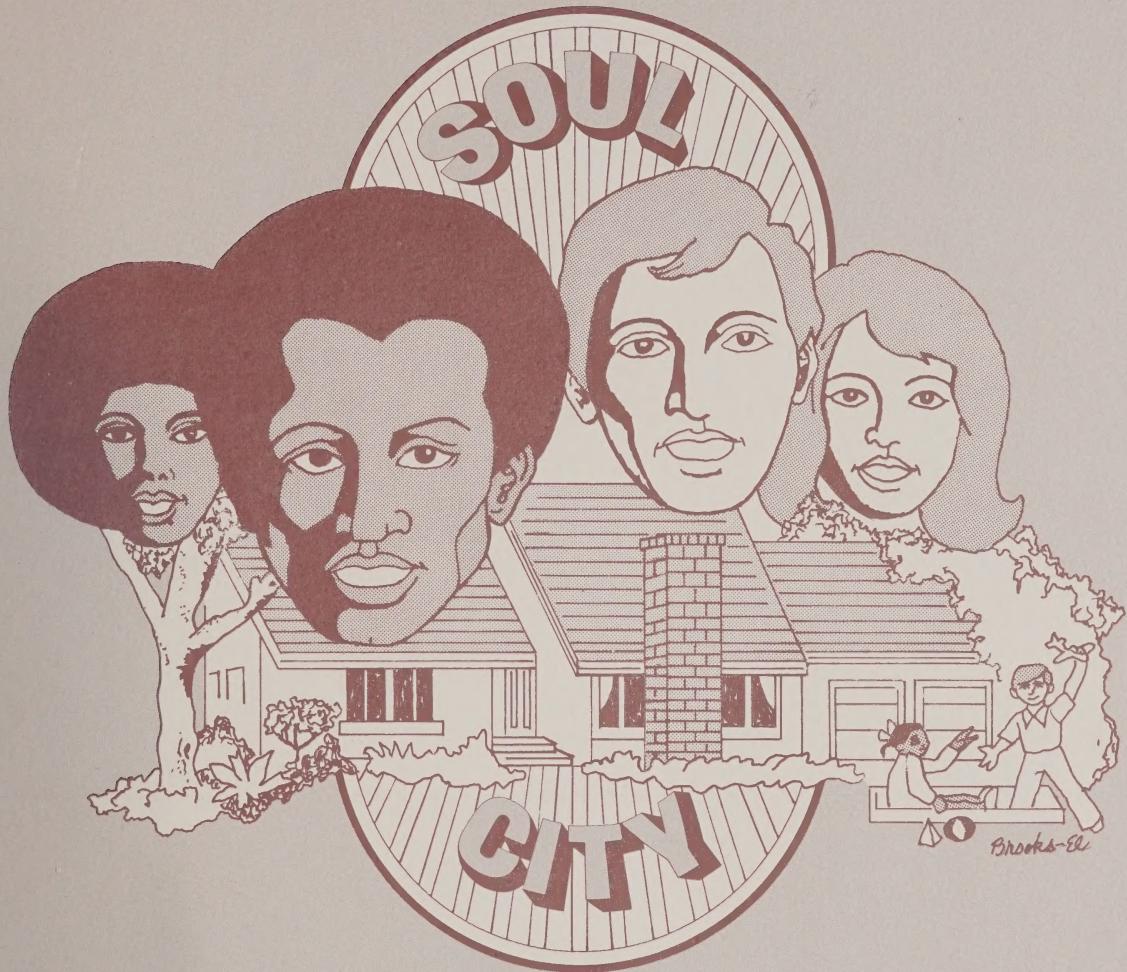
Through the concerted efforts and resources of private enterprise, the government, and the people of all races and creeds who will become the citizens of Soul City, we will meet the challenge to America.

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Imagine,
A city without prejudice.
A city without poverty.
A city without slums.
A city tailor-made for industry.
A city with a booming economy.
A brand new shining city.

With open spaces. Trees and grass. Rolling hills. Soft winds. Fresh air. Clear skys. Where stars and moon are visible. Clean water. Lakes. Creeks. Ponds. Springtime weather. Hardly any snow. Yet distant mountains. Ample schools, hospitals, parking, recreation. Well built, stylish housing. A master plan. But not sterile and cold. For a city conceived with just an eye for bricks and mortar is a city without a soul. Call the bold alternative **SOUL CITY.**

For further information contact:

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